

ABSTRACT

In an increasingly advanced era, technology has also developed rapidly, one of which is the Home Automation technology that utilizes IoT (Internet of Things). Home automation technology is still relatively new in Indonesia. This technology was first officially introduced in Indonesia on February 28, 2020, along with the first release of the Google Nest Smart Speaker product. This study aims to determine the awareness of the existence of home automation technology for users of the Youtube platform.

The method used is descriptive quantitative based on data. This study obtained data by scrapping data on the Youtube platform using the Youtube Scrapper software. The data processed in this study are comments on videos that review Google Nest Mini products. Data was collected during a period of one month, from January 1, 2021 to February 1, 2021. The data that has been obtained will be processed using sentiment analysis and topic modeling using Python (Orange).

The results obtained from this study state that Home Automation technology through the Google Nest Mini product gets a positive response from Youtube users and when viewed from an awareness perspective it is in the Brand Recognition category. The results of this research can be used to reference academic research in terms of brand awareness and can be used as input for companies engaged in the home automation product industry, especially Google, in increasing marketing and product development.

Keywords: Home Automation, Smart Home, Brand Awareness, Sentiment Analysis, Topic Modeling, User Generated Content, Google Nest Mini, Youtube